



A Message from Valeo Leadership

August 19, 2021

Dear Valeo Community,

We are incredibly excited about starting a new year with our fantastic players and their families! We are eager to share with you a refreshed and refocused dedication to the success of our players that will bring our vision to light.

... to be a world-class, internationally recognized, and socially impactful youth soccer training organization for players across the globe. We focus on players with a passion for excellence in both their athletic and life pursuits. We provide opportunity and access to the best elite soccer training environment and personal excellence programs for ambitious and passionate players who choose to be extraordinary.

What's new?

Our Staff: In our continued pursuit of excellence, we have conducted national and international searches to augment our team with the very best in coaching, training, and operational talent. We are proud to invest in our staff who are leaders in the industry and have an established history of youth development. Last year alone, nine of our staff took advantage of Valeo's 100% tuition reimbursement for state coaching licenses, and many added to their current resume of UEFA and USSF licensure.

Quality over Quantity: With great success comes a great influx of numbers. Honestly, we allowed ourselves to become too big. We have made the conscious and ethically sound business decision to limit membership so to fulfill our mission to our players, with the EXCELLENCE they deserve, and for which Valeo is known.

... developing elite athletes, great citizens, and strong leaders.

We have chosen to regain our culture as a tight-knit family and community, where we truly know everyone's name. Our aim was never to be a "big box store" of the soccer world, with an endless list of logos or thousands of players. We do not believe that growth in numbers of tuitions collected is the mark of a successful club. Valeo's success is equal to our individual players' success and the social impact of providing that opportunity. *Period.* The adjustments made allows us to have unmatched coach to player ratios, focused attention on individual player development, exposure to high level competition locally, nationally, and internationally, and a distinct focus and commitment to building the next generation of successful athletes.

With that being said, let's confront the white elephant. During the refocus and refinement of our organization, the rumor mill was in full swing as was the unethical recruitment practices by some former coaches. Sadly, youth soccer is big business and has its share of unethical and unprofessional tactics. It's all about money and has nothing to do with your child and what may be best for them. We have zero tolerance for any of it, and simply caution our members to be aware that it exists. Excellence requires **100% commitment to developing our PLAYERS**, without ego, without distraction, without politics. Valeo is legendary for remaining above the fray and unafraid of being unique. We continue to hold the bar to the highest possible level for our players and our staff. Valeo has always been (and will continue to be) that 'mysterious' club where elite players are created, and where extraordinary human beings emerge!

Our Programs: To support our goal of developing elite soccer players, exceptional athletes, and extraordinary human beings, we have created new personal excellence programs, innovative training academies, and community initiatives that have social impact locally and across international borders. Additionally, we have added the Northeast Academy League (*a discovery and development league in preparation for MLS Next*) to our player pathway to provide more athletes an elite development platform in preparation to compete at the highest levels.

What continues?

Valeo Values, Player Development Philosophy, & Culture continue to be the cornerstones of our club. Teamwork, discipline, hard work, commitment, respect, and leadership are at the core of our **proven soccer curriculum and player pathway**, which has yielded 12 national team players, dozens of recruited college athletes, and the TOP club for recruitment to NE Revolution Academy teams, *in only 13 short years!* Our work-hard/play-hard culture of personal excellence, fun, family, and giving back, give us joy and purpose that is shared equally by our players, our parents, and our staff. These cornerstones are stronger than ever.

Our dynamic organization is well prepared and strategically positioned to move forward with exceptional focus and precision as we march towards being the best youth player development organization, both on and off the field! *Are you ready?* 😊.

Going forward, we are committed to keeping you informed about all things Valeo. Stay tuned for **“Something You Should Know”** emails to learn more about the extraordinary club of which YOU are a part as well as opportunities for parents to become more involved with Valeo.

We look forward to seeing you all at the **Season Kick-Off Jamboree this Saturday the 21st**. All players will have the opportunity to demonstrate their skills in front of *ALL* our Coaches. Parents will have a 45-minute informational meeting with the Coach Directors. And all family members will enjoy a fun, festive environment to start the season right.

Welcome home Valeo families!

Our very best,

Valeo Leadership Team

PS: During the Jamboree on Saturday, we are collecting gently used soccer gear (cleats/balls/shin guards/uniforms) for some wonderful charities! A great time to clean out your soccer closet!!